

“My Goals as an AJSA Trustee”

The western region is currently lacking representation on the AJSA board. Having been born and raised in the registered cattle business in Colorado, I have a firm handle on the needs of this region. Much of the west is short-grass country with large pastures. We are primarily a cow/calf region not a show ring region of the United States. I believe that I can bring some of the west's commercial cattlemen's perspective to the board.

The ASA has an emphasis on making the commercial cattlemen profitable. That has been my background of providing Simmental seedstock to the commercial cattlemen and something that has limited representation on the current AJSA board. I sell a few bulls each year to this market. I think that the mindset of this marketing emphasis is something that is generally found in my region and something that I could contribute.

I also have a show ring background. I have exhibited my Simmental genetics at the local, state and national level. On the local level, it can be an educational effort. For example, I made a tri-fold about very basic cattle terms (cow, bull, steer) and breeds (of course, Simmental pictured) for a water stop on a Pedal the Plains event that drew 800 city-raised bicyclists to Southeast Colorado last fall. Educational outreach to these beef consumers, either through special booths such as above, or visiting with fair-goers walking through the cattle stalls at a show, help to promote beef.

My family's show ring goal is not really on winning the rosettes, but on allowing me to network and fully participate, while keeping the end-goal in mind. That goal is that my heifer will return to the pasture, get AI'd and produce a moderate-framed, high growth calf that will later become seedstock. Sometimes it is hard not to reach the winner's circle, but practical cattle that will enhance my herd are more important to me.

I also have helped my family work in the background to make National Western Stock Show run smoothly. I have grown up helping - from stamping sticky notes for processing ahead of time, to putting up banners and booths and lugging Simmental brochures and trophies to events.

The AJSA has an emphasis on education. My goals would be to continue to develop and enhance the current programs and contest, such as those I have participated in at Regional and National Classics for 8 years.

Some of these AJSA educational goals have trickled down to my leadership in Colorado Junior Simmental, 4-H and FFA. For example, the mentor program I helped with at the 2013 AJSA Classic in Lincoln is one that I have brought to my local 4-H club that I preside over, as well as I am going to bring them to our state 4-H conferences as I was recently elected to be a state officer.

I don't have a specific “agenda” but I'm open minded and think that listening is something that allows me to hear the ideas of other AJSA board members.

Chael Russell

May 23, 2014

To Whom It May Concern,

Chad Russell would be an excellent choice as a trustee on the American Junior Simmental Association Board. I have had the honor of working and knowing Chad for twelve years. I was Chad's extension agent for nine of those years. Chad is mature, dedicated, and an outstanding young adult.

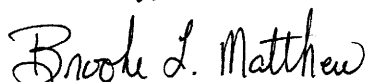
Chad served on the Crowley County 4-H Council officer team from the time he was nine years old. He held many offices over the years. I watched Chad mature into an exceptional leader. He is currently the Colorado District VI 4-H President and will be representing the entire district on the state level. Chad will be a first-rate President and leader both to the district and state.

What makes Chad a good leader above others his age? This is an easy question for me to answer. Chad has the ability to sit in a room full of adults where he listens and adds to the conversation. He is polite and respectful and these are traits that his peers honor along with adults. Chad is also outgoing and encouraging in which makes him an excellent leader for younger youth. Chad is extremely dedicated. He was active in many different areas through school, church, 4-H, and Colorado Junior Simmental and Cattlemen Associations. He always followed through on commitments. If he said he would be there I knew he would be and giving one hundred percent.

An example of Chad's maturity and dedication was being responsible the last three years for the set up, running and clean up of the Council concession stand during the fair. He was the first to show up and last to go home on set up and clean up days. I could give him an assignment and a couple helpers and know that the job would be done efficiently and properly. He was often in the concession stand to run and oversee the operations and several younger youth without any adult supervision. He did this tremendously well and I never had to worry.

Chad is an outstanding young adult and will continue to make a positive impact on those around him. I highly recommend Chad Russell for the position on the American Junior Simmental Association Board. If you have further questions I may be reached at 719-469-9957 or brooke.matthew@ojc.edu.

Sincerely,



Brooke L. Matthew

Dilka Cattle Company

James Dilka
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Briggsdale, CO 80611

May 2014

To whom it may concern,

I am very pleased to write this letter of recommendation for Chad Russell.

I have known Chad for a dozen years or so, and have always been impressed with him. Chad is very thoughtful, courteous, hard working, and ready to do anything that is needed of him.

As past president of the Colorado Simmental Association, it was my honor to nominate, and present Chad with the *CSA Youth of the Year award* in 2011. Chad was instrumental with helping the CSA at yearly functions, such as National Western Stock Show, field days, annual meetings, and sales.

Chad is a well rounded young man, he is involved with a large array of activities. He has participated in two AJSA National Classics, six AJSA Regionals, and multiple field days. He is also active in FFA, FBLA, Band, 4-H, Baseball, Knowledge-Bowl, and his church. As a CJSA member, he has held several offices including President starting in 2011, 2012, 2013 and current.

Chad is the kind of young man that others should look to as an example, he sets his goals high, then achieves them. Chad will do well in any thing he does, because of the type of drive, and self worth he displays.

Sincerely,

James A. Dilka
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